PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Timothy Ryan DATE: July 26, 1990

FROM: Michael Mancuso

SUBJECT: CAMBRIDGE "SMART SHOPPER" OCTOBER - (P150)

Please arrange to make the following distribution of Cambridge "Smart Shopper" material.

MANAGEMENT

ITEM	ITEM #	SR	DM	AM	AMMS	SAM
Brochure	49791	10	5	10	5	10

POS

ITEM	ITEM #	DISTRIBUTION
12 Carton Display	49794	Midas
30 Carton Display	49795	Midas
60 Carton Display	49796	Midas
150 Carton Display	47090	Midas
150 Carton Display Kit	49807	*

* Please ship one display kit with each 150 carton display.

INCENTIVE

ITEM	ITEM #	DISTRIBUTION
Coupon	49793	Midas

Delivery Schedule -		Due in KDC	Due in Field
	Management -	W/O 7/30	W/O 8/13
	POS -	W/O 8/27	W/O 9/17

Note: Field cutoff date is 8/22.

MM:lg

cc: F. Alfieri
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L. Gambarelli
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